PTO/SB/06 (05-03)

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Therefore in column 1 a.

OR

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Approved for use through 4/30/2003, OMB 0651-0032 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Application or Docket Number 99/437 8/5 PATENT APPLICATION FEE DETERMINATION RECORD 815 Substitute for Form PTO-875 OTHER CLAIMS AS FILED - PART I THAN OR 3 SMALL ENTITY SMAL (Column 1) (Column 2) FOR NUMBER FILED NUMBER EXTRA RATE FEE BASIC FEE (37 CFR 1.16(a)) OR TOTAL CLAIMS (37 CFR 1.16(c)) minus 20 = OR INDEPENDENT CLAIMS minus 20 = (37 CFR 1.16(b)) X:\$R 1,16(#) MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(d)) OR +TEPLE DEETE ·O * If the difference in column 1 is less than zero, enter "0" in column 2. TOTAL OR " " TOTAL CLAIMS AS AMENDED - PART II AMENDE 6-27.02 OTHER THAN/ OR SMALL ENTITY (Column 1) (Column 2) (Column 3) SM LL ENTITY CLAIMS HIGHEST PRESENT RATE ADDI-REMAINING NUMBER EXTRA **PREVIOUSLY** TIONAL **AFTER** IONAL: FEE AMENDMENT PAID FOR FEEEND Minus Minu. **AMENDM** OR Minus X S OR FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d)) OR (DVII)-11-21-11-2 TOTAL TOTAL ADD'L FEE OR ADD'L FEE (Column 2) (Column 3) (Column 1) CLAIMS HIGHEST PRESENT REMAINING **NUM9ER** RATE ADDI-AFTER . PREVIOUSLY **EXTRA** TIONAL FEE PEE NO! AMENDMENT: PAID FOR Minus Minus AMENDM 8.00 (37 CFR 1.16(cl) OR Minus 17...25 X S OR FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d)) OR TATION OF I LTPLE DEPEN TOTAL 0 ADD'L FEE OR 9-16-03 (Column 1) (Column 2) (Cotumn 3) CLAIMS HIGHEST O REMAINING NUMBER PRESENT RATE ADDI-ENT **EXTRA** TIONAL TIONAL PREVIOUSLY **AFTER** FEE FEEND MENDMENT PAID FOR Total (37 CFR 1.16(c)) Minus -ivinus ENDM OR. independent (37 CFR 1.16(b)) Minus 4 4 OR

FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d))

TOTAL ADD'L FEE

^{*} If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

^{**} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

^{***} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS, SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Approved for use through 4/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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		PATEN	T APPLIC		FEE DETE	RECORD		Application or Docket Number 09/437 8/5					
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	* If the difference in column 1 is less than zero, enter "0" in column 2.						TOTAL	-0 -	OR	TOTAL	10410	۶, ۲۰۰ ۶ ۰	و پیدو
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*** If the "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column to "Independent is the highest number found in the appropriate box in column to "Independent is the highest number found in the appropriate box in column to "Independent is the highest number found in the appropriate box in column to "Independent is the highest number found in the appropriate box in column to "Independent is the highest number found in the appropriate box in column to "Independent is the independent in the independent is the independent independent in the independent is the independent ind on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

FORM PTO-108

P.O. Box 1247

Seattle, Washington 98111-1247

Phone (206) 583-8888 Fax (206) 583-8500

Docket No.:

249768014US

RESS MAIL NO. ĖV139296508US

Date:

March 19, 2003

Application No.:

Jefffrey P. Bezos et al.

Filed:

09/437,815 November 10, 1999

For:

METHOD AND SYSTEM FOR ALLOCATING DISPLAY SPACE GROUP 3600

COMMISSIONER FOR PATENTS **WASHINGTON DC 20231**

Sir:

4.

Transmitted herewith is an Amendment in the above-identified application.

Applicant claims small entity status. See 37 C.F.R. 1.27.

Applicant has previously claimed small entity status. See 37 CFR 1.27.

A Petition for an Extension of Time for three months is enclosed.

A General Authorization Under 37 C.F.R. § 1.136(a)(3) is enclosed.

No additional claim fee is required. The fee has been calculated as shown.

	(Col. 1)		(Col. 2)	(Col. 3)			
	CLAIMS						
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Please charge my Deposit Account No. <u>50-0665</u> in the amount of \$_. A duplicate copy of this sheet is enclosed. A check in the amount of \$948.00 is attached.

The Commissioner is hereby authorized to charge payment of the following additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-0665. A duplicate copy of this sheet is enclosed.

Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

Any patent application processing fees under 37 CFR 1.17.

Respectfully submitted, PERKINS COIE LLP

œ J. Pirio

Registration No. 33,273

^{*} If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

^{***} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box in Col. 1 of a prior amendment or the number of claims originally filed.

MAR 1 9 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

N RE APPLICATION OF: Jeffrey P. Bezos et al.

APPLICATION NO.:

09/437,815

FILED:

November 10, 1999

FOR: METHOD AND SYSTEM FOR ALLOCATING

DISPLAY SPACE

EXAMINER:

ART UNIT:

CONF. NO:

Attorney Docket N

Amendment Under 37 C.F.R. § 1.111

Assistant Commissioner for Patents Washington, D.C. 20231

Sir:

The present communication responds to the Office Action dated September 25, 2002 in the above-identified application. Please amend the application as follows. The attached Appendix presents a marked-up version of the changes made to the specification and claims by the current amendment.

In the Claims

Following is a complete listing of the claims pending in the application, as amended:

(Amended) A method in a computer system for allocating display space on a web page, the method comprising

receiving multiple bids indicating a bid amount, an advertisement, and a requested number of web pages on which the advertisement is to be placed during a time period;

11/04/2004 PLEWIS redealed Minig 520/65quest 37601 provide the web page to a user;

01 FC:1202

selecting, based at least in part on review of bid amounts and on a likelihood that the advertisement will be placed on the requested number of web pages during the time period, a received bid whose bid amount is not the

[24976-8014/Amendment.doc]

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